



NEWS RELEASE

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Iowa Finance Authority Honored with National Housing Award for Annual HousingIowa Conference

2014 HousingIowa Conference, Awesometown wins National Attention

DES MOINES – The Iowa Finance Authority announced today that they were awarded a national award for its 2014 annual HousingIowa Conference, themed Awesometown by the National Council of State Housing Agencies (NCSHA) at their annual conference in Boston.

Awesometown was held Sept. 3-5 in Des Moines and was portrayed as a fictional town that clearly showed the many benefits affordable housing has on Iowa communities. The Iowa Finance Authority partnered with Des Moines-based advertising firm Saturday Mfg. to develop the award-winning concept and promotional materials.

“HousingIowa Conference attendees not only benefited from nationally-renowned trainings, education sessions and networking opportunities, but also felt as if they were a part of a booming community that has benefited from the fruits of their labor in advancing affordable housing,” said Iowa Finance Authority Executive Director Dave Jamison. “We look forward to working with our partners to create even more awesome towns throughout Iowa in the years to come.”

The 2014 HousingIowa Conference had a theme, look and feel that no Iowa housing professional would want to miss out on. The promotional materials led to a dramatic increase in conference attendance and sponsorships.

The NCSHA awards program mission is to share information about the most successful housing programs, identify industry best practices, recognize exemplary Housing Finance Agency (HFA) efforts, and encourage HFA innovation. The winning programs were judged on originality, innovation, a proven track record in the marketplace, cost/benefit ratio and measurable benefits provided to targeted customers.

The winning programs were chosen from entries from across the country, and programs will serve as models for other HFAs.

The National Council of State Housing Agencies – known as NCSHA – is a national nonprofit, nonpartisan association that advocates on behalf of HFAs before Congress and the Administration for affordable housing resources. It represents the HFAs of the 50 states, the District of Columbia, New York City, Puerto Rico, and the U.S. Virgin Islands. Membership also includes more than 300 affordable housing industry partners.

The Iowa Legislature created the Iowa Finance Authority, the state’s housing finance agency, in 1975 to undertake programs to assist in the attainment of housing for low-and moderate-income Iowans.